

Proposed FY17 Budget for Bike/Walk/Transport Program (April 22, 2016)

Explanation provided as back to budget priorities provided to Sustainability Board

Educating and Encouraging Bike-Walk-Transit and Share Rides

The proposed FY17 budget for Bike/Walk/Transport's Education and Encouragement program is \$122,000, of which \$22,000 is anticipated to be rollover from the Bike Florida grant started in FY16 for a total of \$100,000 in new general funds.

Background



The City wants to get more people biking, walking and using public transit instead of driving alone. Why? Because traffic congestion is bad for business and economic development, degrades our Island's environment and is unhealthy for our citizens. Parking problems exacerbate tensions in our neighborhoods, and are bad for business. Parking solutions such as building more garages are terribly expensive. The problem is there just isn't enough room for everyone to drive and park in our historic downtown. **Best practices show that in order to get more people walking, using bicycles and transit for their commutes and other everyday trips a multi-program effort needs to make it easy to choose these modes.** This is done through education and promotion; combined with planning, better maintenance of and investment in new facilities for bike/walk/transit.

Why the City Must Do Education and Encouragement



Video (1:45): [How Outreach and Education Gets More Out of Transportation Infrastructure](#)

Research shows that cities can leverage the investment in transportation infrastructure (streets, buses, parking facilities, signals, signage, etc.) by promoting the use of bike, walk, transit and shared-ride modes. The focus should be general marketing to

residents and tourists and direct marketing to businesses who can influence their employees. In our case they are mostly hotels and their guests. In some cases a 15 to 50 percent shift away from auto use towards bike/walk/transit can be seen. It only takes a few percent shift in mode use to see results in less congestion on the street grid and in parking facilities.

Given the city's high bicycle and pedestrian crash/death rate, In addition to encouraging the use of transportation options, the mission is also to educate people about the safe use of the streets by people who walk, bike, transit and drive. People won't use modes, like bicycling and walking if they don't feel safe.



The transportation terminology calls this activity [TDM or Transportation Demand Management](#).

TDM is about utilizing the existing facilities more efficiently through behavior change – rather than just building more facilities (wider roads, more parking, etc.). It is alternately called education and encouragement, especially in bicycling and walking.

Anecdotally we all know this to be true.

Everyone bemoans the traffic and parking

problems in Old Town or coming onto the island. The Citizens Voice is a favorite place for drivers to vent about the unsafe habits of tourists on bikes. Or for pedestrians and bikers to complain about speeding drivers. Ask anyone and they have a story and are willing to point a finger at someone. And everyone asks “why don’t we educate such and such group about how to share our streets or to slow down or to learn the rules of the road.” Citizens and business community alike ask why we aren’t doing this.

Key West is a place that has as many hotel rooms as residential units. So every night we nearly double our population. We have a huge influx of seasonal snowbirds who swell our ranks for part of the year. And 48% of the people who have jobs in Key West come from outside our City’s borders. We have

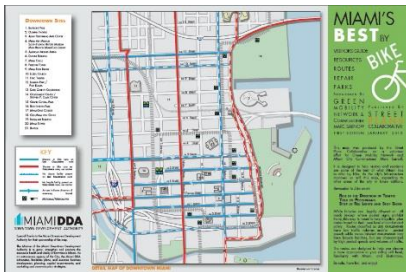


constant churn. In order to educate the ever churning mix of people about what and how to use the available transportation options and about how to use our streets safely we need to do marketing and outreach. What does that look like on the ground?

How We Do Education and Encouragement

Article: [10 Steps for Taking 100,000 Car’s Off DC’s Roads](#), May 6, 2015. While written for a DC audience, most of the steps can be used by any city. This article, which is basically a primer on doing education and encouragement, was cited by Greater Greater Washington in their annual year-end review as their most Tweeted blog post of 2015.

First we have to develop materials (hard copy, web) that will get noticed and heard. **Second** we have to go out and get them in everyone’s hand (in person, at their home, business or hotel). Think information, everywhere, all the time. Or “make it easy” for people to choose options via information and services.



Developing a brand and materials. Hiring a marketing, cartographic and outreach firm(s) is crucial to the program producing hard-copy, web and marketing materials that will get noticed and help change behavior. The budget will be used to hire folks, under our direction, that can do this.

Working With the Business Community or Employers. The linchpin of any effort starts by working at the wholesale level with the business community. Why? Because employers can influence their workers. In our case hotels can also influence their guests. So we need maps, brochures and how-to guides being distributed to these

hundreds of employers and we need their help in distributing them to their employee's and guests. Constantly.



Marketing. We need to market on the radio and in all of the local papers. We need to market in social media outlets like Facebook. We need to put information in displays or take one-boxes at every major facility, tourist attraction and retail business. For bicyclists, we need every bike shop to be a conduit of information about how to obey the rules of

the road. But we need to give them the tools to do this.

Outreach. We need people attending community events and talking to people one-on-one.

What might this look like on the ground here in Key West. Imagine two similar sized hotels in Old Town near Zero Duval.

Hotel A says it's up to my employees to get to work on time. They also say there's plenty of information about how to get around on the Internet and we have these handy maps provided by the tour companies. People figure it out.

Hotel B does the following:

- Provides subsidized or even free monthly Key West Transit and Lower Key's Shuttle passes to its employees.
- Provides free parking for employees that form 3+ person carpools and half price parking for carpools of 2+.
 - Provides a free or subsidized vanpool for workers coming in from other islands that even stops in New Town too.
 - Provides a Guaranteed Ride Home Program for employees that work late or miss their bus/van connections.
 - Provides covered and secure bicycle parking and places for employees to shower and change.
 - Provides contests and promotions or even monetary incentives, similar to the transit passes, for employees that bike, walk or share the ride.
 - Provides information about these options and programs as employees onboard, on its intranet, and on posters in the break rooms.



bulletin boards.

Enters the City's Annual Green Commute Challenge

- For its guests Company B provides hard-copy schedule information for each of the Key West Transit and Lower Keys Shuttle buses. They provide bicycle and walking maps that happen to include the rules of the road. They contract with a local bike shop to provide a fleet of bicycles for their guests or they buy a station as part of the City's bikeshare program. They provide information about taxis and pedicabs. They also put all this information on their website and encourage their guests to not bring cars to the island or if they do to leave them in the garage during their stay by charging them every time they exit.



Company B's employees are going to have a lower drive alone rate and a much higher transit, bike, walk and shared ride rate. But you must help companies implement these Commuter Services programs. Company B's guests are more likely to use these modes too.

We can't help these employers unless 1. The City provides transit, bike, walk and shared-ride information in mass quantities. Currently there are no hard-copy transit schedules or bicycle and walking maps, nor safety information. And 2. The employers are engaged through sales and marketing and assisted to set up these programs. The employer commuter services are just one part of the strategy. One needs to engage residents via marketing and outreach events too.

The FY16 Bike/Walk "Starter Kit" grant from Bike Florida sets the table by enabling the City to hire marketing, cartographic, and outreach firm(s) to develop some initial materials and start to get them out in the community. This kind of work can't be done well or efficiently in-house by the same person also overseeing the planning and facilities portion of the program. Therefore contractors leverage staff efforts and resources. But the grant only gets things going. As there's constant churn of people this information must be everywhere, all the time. Season after season. So the effort must be consistent and constant over time. New stocks of brochures, maps, safety materials and safety related promotional items must be provided to hotels, employers, bike shops, retailers and displays and take-one boxes throughout the city. Marketing must be updated and advertised each season. Major events must be staffed. This can't be done once, and be expected to have any real or lasting impact. Marketing research shows that there's a constant battle to gain awareness, trial and then use. Having the marketing vendor(s) on multi-year contracts, beyond the initial "Start Kit" grant helps ensure the education and encouragement can be constant.

What the **research** ([Mobility Lab](#), [Victoria Transport Policy Institute](#) (VTPI), [Center for Urban Transportation Research](#) at University of South Florida (CUTR), [Transit Center](#), and the [Association for Commuter Transportation](#) (ACT), among others) **shows is that the "soft science" of dealing with the demand or people side of transportation, rather than the supply side (infrastructure) can get up to twice the transit, bike, walk, shared ride use and cut the drive alone rate by one-third.**



The Proposed Budget:

Marketing	\$62,000
Printing	\$20,000
Outreach	\$22,500
Promo Items	\$17,500
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Bottom line – it works.